



Craig M. Covell

Joint Founder and President

239 North 5th Avenue

Lebanon, PA 17046

(717) 270-6554 Fax (717) 389-0239

Toll Free (888) 339-0059

www.everlastroofing.com

A PASSION, A DREAM, A REALITY

Working in the arena of roofing sales at Metal Sales Manufacturing Corporation and Union Corrugating Company for more than a decade, Craig Covell discovered his passion. That passion became a dream come true when, in 1996, Everlast Roofing was incorporated with plans to manufacture quality metal roofing products. From its first location in Ephrata, Pennsylvania with only four employees, Everlast quickly built a loyal clientele and solid reputation as an industry leader. Under Craig's strong direction, innovation and development skills, Everlast has continued to grow. Increased sales drove the need for a manufacturing expansion in 2001 in Bridgton, Maine. By the fall of 2004, metal was also being formed under the Everlast logo in Howe, Indiana.

Born in Watertown, New York and raised in Sinking Spring, Pennsylvania, Craig utilized his growing knowledge of forming metal roofing to invent the heat box used in Everlast's registered heat forming process. The improvement of products, always a priority, led to the mainstream sale of G100 panels, the development of the Cut Edge Corrosion Inhibitor (CECI) and numerous industry improvements, which have further enhanced Everlast's capability to exceed client expectations.

Craig pursued his education with four years of College Prep studies at Wilson High School. He then went on to study Sociology and Psychology during his four years at Wilkes University in Wilkes-Barre, Pennsylvania. An avid football player and wrestler, he is committed to giving back to his local community by volunteering as a coach for youth league and junior high school football and wrestling programs, assisting with

Cub Scouts, supporting school activities and participating in a variety of events sponsored by non-profit organizations.

As a representative of Everlast Roofing, Inc., he is an active member of several business groups most notably the National Frame Builder's Association (NFBA) and the Chambers of Commerce in LaGrange County, Indiana and Lebanon County, Pennsylvania. He is a recognized leader both personally and professionally.

Craig continues to pursue his dream. In the process, the metal roofing industry has taken notice of Everlast's progress by awarding the company with the Gold Key of Excellence in Metal Roofing for four consecutive years. They have also been the recipients of the Metal of Honor Award beginning with the inaugural year (2005) and in 2006 for meeting consistently high standards when serving the metal roofing industry. The Lebanon Manufacturing Facility has been featured on the Pennsylvania Cable Network. Today, the three facilities are producing over 18 million lineal feet of product per year and the company's employee base has grown to 80+ employees in three locations.

THE EVERLAST MISSION

To create quality metal roofing and siding products ensuring that accuracy, innovation, product improvement, development and customer satisfaction are at the forefront of all operations.